

MAJOR SPORTS EVENTS COMMITTEE

Publicity for 2016 Olympic Games and Paralympic Games (the Games) plus the Branding of “M” Mark Events

PURPOSE

This paper reviews the measures implemented to date for branding “M” Mark events, and recommends further measures for consideration and implementation in 2016.

BACKGROUND

2. In order to help enhance Hong Kong’s image as Asia’s sports event capital in Hong Kong. The “M” Mark System was launched in November 2004, aims to instill a sustainable sporting culture, foster a sense of pride and social cohesion, and to bring tangible economic benefits to our community.

3. Since the launching of the “M” Mark System, up to 2015, 103 events have been awarded the “M” Mark status, of which 46 were given funding support. To help promoting the “M” Mark events, the MSEC agreed to adopt the following measures to enhance the “M” Mark brand vide MSEC Paper No. 2/2013 as follows:

- (a) held award presentation ceremony in 2015 to recognise NSAs and their sponsoring partners for contributions to the hosting of “M” Mark events;
- (b) commissioned Radio Television Hong Kong (RTHK) to produce sports-themed TV series to promote sport in the community and to cover the “M” Mark events;
- (c) publicised the events through a dedicated “M” Mark events website (www.mevents.org.hk) which was first launched in 2009 and revamped in 2016. With updated information and photos of current “M” Mark events as well as an annual event calendar,

the average monthly hit rate is about 25 000. The events website has been hyperlinked to the websites of Hong Kong Tourism Board (HKTB) and event organisers of “M” Mark events to attract a wider audience;

- (d) conducted roving exhibition at LCSD venues, shopping malls, schools, tertiary institutes and “M” Mark events venues on rotation basis since 2009. In 2015, a total of 57 roving exhibitions were arranged at secondary schools and five “M” Mark events venue. It helped reaching out and bringing “M” Mark messages to the general public;
- (e) placed advertisement of individual “M” Mark events at the centre page of the LCSD Community Recreation & Sports Programme booklets which has average monthly circulation over 30 000 copies;
- (f) created web-pages on “M” Mark events on the websites of the Home Affairs Bureau and the Leisure and Cultural Services Department (LCSD);
- (g) produced publicity materials including “M” Mark calendar posters and promotional leaflets to be distributed to the public through Core Sponsor Group member corporations, schools, “national sports associations” (NSAs), LCSD venues, District Offices and the Hong Kong Sports Institute. Around 16 000 promotional leaflets were distributed at “M” Mark events each year;
- (h) requested “M” Mark event organisers to display the “M” Mark logo prominently at event venues in the form of A-boards, banners, backdrops and in souvenir programmes to give exposure and proper acknowledgement to the support of the MSEC;
- (i) broadcasted the “M” Mark Announcements in the public interest (API) at local TV and radio stations prior to the staging of an “M” Mark event since 2011. It helped drumming up and drawing

the public's attention on the coming of a major sporting event. A new set of TV and radio APIs was produced in 2015 in order to cover new "M" Mark events;

- (j) covered the individual "M" Mark events by the TVB sports programme – Sport World and a RTHK radio programme, prior to or after the staging of these events; and
- (k) launched mobile applications in 2013 to promote and update information about "M" Mark events and recorded about 1100 downloads so far. The mobile application is being revamped to increase attractiveness.

4. In addition to the above publicity measures, to sustain the publicity momentum, the Major Sports Events Committee (MSEC) advised at its 29th MSEC meeting to consider producing TV programmes to tie in with the Games so as to promote the sporting culture in the community.

THE PROPOSAL AND WAY FORWARD

5. Taking the opportunity of the Games, we have commissioned Television Broadcasts Limited (TVB), who has the tele-broadcasting right of the Rio 2016 Olympic Games, to produce a series of features with a view to encouraging Hong Kong people to take a greater interest in playing sport and to take pride in the achievement of Hong Kong's athletes. Details are as follows -

- (a) Production and broadcasting of five 30 min-episodes (*Hong Kong Heroes 香港英雄*);
- (b) Production and broadcasting of 28 one-minute programmes (*Get Set, Road to Rio 邁向里約 香港加油*); and
- (c) Production of one API to promote Hong Kong athletes.

The one-minute programmes is aired from 6 June 2016 on weekdays for four weeks. Broadcasting of the 30-minute episodes and the API would start in July.

6. In addition to the above as set out in paragraph 5 and existing

measures to publicise the “M” Mark and “M” Mark events described in paragraph 3 above, we propose to explore the feasibility to further promoting the “M” Mark brand in 2016 through –

- (a) production and distribution of “Sports Information Kits” promotional material about “M” Mark sports to the recipients of the free tickets of “M” Mark events. As a current practice, the “M” Mark event organiser will reserve a certain number of tickets to be distributed to non-governmental organizations to attend the event free-of-charge. Having collected feedback from the beneficiary organisations, it is proposed to produce “Sports Information Kits” about “M” Mark sports and distribute to the recipients of the tickets so as to enhance audience’s understanding to and interest of individual “M” Mark events, and the sports concerned. Respective promotional materials will be also uploaded onto our designated websites and mobile apps as appropriate; and
- (b) placing advertisements at bus body to increase visibility of “M” Mark events throughout the territory; and
- (c) displaying “M” Mark banners at LCSD leisure venues.

ADVICE SOUGHT

7. Members are invited to note the actions taken to date and to comment on the proposed further measures for branding the “M” Mark.

**Major Sports Events Committee Secretariat
June 2016**